Examples of possible activities

These are some examples of activities that could be supported but they are not limited to. Proposed activities shall contribute to the company’s ability to improve, expand or develop the products, services, support and/or market access in the poultry sector.

**Provide Training or Services on product usage to Producers (in order to improve production)**

- Development of producer training modules in the usage and application of poultry inputs.
- Company led training/coaching, field days or demonstrations to expose poultry producers in:
  - improved usage/application of input supplies, veterinary products specifically vaccinations
  - hygiene and disease prevention methodologies
  - characteristics of available poultry input products and their benefits, etc.
  - handling of day old chicks (DoC)
  - how to assess on farm poultry feed process and advise on how to improve nutrition practices,
- Organization of demonstrations to expose poultry producers to improved practices and/or new poultry inputs.
- Capacity building of company staff / lead farmers / agents to provide improved product usage services and training services to poultry producers on topics including: treatment and prevention of poultry diseases, new technologies, and methods to increase production.
- Introduction of improved poultry production technologies and machinery, new medicines, parent stock, etc.

**Explore New Markets to sell veterinary Products**

- Conducting meetings with producers to inform them about the inputs (products and services) offered to treat and prevent poultry diseases and to increase overall poultry production.
- Developing or expanding a distribution network that will train and build the capacity of community animal health workers (CAHW) to become reliable agents with good poultry health advise on the usage of vaccines.
- Developing posters, brochures or other materials to assist in dissemination of good use of poultry veterinary inputs for small-scale farmers.
- Identifying, testing and/or producing new poultry input products to meet the needs of farmers.
- Developing or improving products to make them more attractive to producers (better packaging, lower cost, etc.)

**Introduce Technology to Improve Production (within the company, farm, with producers, etc.)**

- Introduction of new or improved tools/equipment (e.g. feeding systems, broiler environment regulators, bio-gas machines, etc.)
- Researching improved and trials on improved technologies for poultry production.
- Technical support in developing improved production techniques that will benefit producers the company is sourcing from.
- Technical support for the poultry company to develop or improve its final products (quality, packaging, traceability, product diversification, etc.)
- Introduction of new methods for storage, and/or methods to preserve quality and value.
- Exploration of new electricity sources for producers (e.g. waste to provide electricity at poultry farms).
- Introduction of Environmental friendly technologies.
- Improved linkages or sourcing methodologies with soy and maize suppliers.
- Improve bio-security areas in the organization and outgrower farms.

**Conduct Exposure Visits or Business to Business Meetings**

- Learning visits in Ghana or to other countries to identify:
  - Sources of medicines, tools or equipment.
• Identification and learning of new poultry production and or processing technologies
• Innovative ways of organizing sales between input supplier or buyer and producers
• New techniques for achieving high productivity/quality/lower costs for poultry related activities
• Techniques to identify and eliminate livestock diseases

Processing and Marketing of Poultry Products
a. Identify new buyers of the end product through marketing plan development, etc.
b. Improve the information flow through ICT about market information and buyer requirements
c. Technical support and improve the end product through certification, additional technology, etc. to meet buyer requirements.
d. Buyer of poultry products supports poultry processors and producers through capacity building and training to meet the requirements of the company.
e. Improve on postharvest production technologies (packaging, logistics, hygiene, etc.)
f. Development of promotional materials, catalogues, web pages, product information sheets, etc.
g. “Buyer-Seller Meets” (meetings in Ghana or another country where companies meet with potential buyers in person)
h. Capacity building of company staff to ensure high quality poultry products
i. Identifying and testing new broiler/livestock products to meet the needs of the market

Develop Quality Management Systems
a. Development of strategic development plans
b. Strategic planning exercises
c. Develop and distribute poultry workbooks, good practice guides for SMEs and outgrower farmers to improve their productivity.
d. Improving quality management (QM) systems at different levels of supply chain – from producers through to companies (assess quality gaps at different stages of production, develop guidelines for QM systems, develop QM checklists, disseminate QM standards with producers, safety regulations, etc.)
e. Improvement of internal control systems (ICS) (financial, logistics, production systems, traceability, etc) through ICT

Advocate for Improved Regulations
a. Organize learning initiatives to improve understanding of poultry rules and regulations regarding import and usage of poultry medicines for input supply companies, to provide knowledge to producers on poultry regulatory, develop advocacy platforms, certification, etc.
b. Organize a working group to advocate and encourage the government to:
  • establish clear regulations on imports of inferior quality products
  • promote consistency in the quality of the imported products
  • enforce rules and regulations that may already exist and can support the competitiveness of the Ghanaian poultry industry
  • Make efforts on improving access to testing facilities that can check quality of products that are entering the country.

Outgrowing operations for poultry
a. Develop an outgrower operation system
b. Provide demonstration, capacity building and/or trainings to outgrower on poultry production (record keeping, financial logistics, etc.)
c. Provide outgrowers with improved access to inputs
d. Support of an extension system to the outgrowers
e. Develop poultry trials showing outgrowers new technologies to improve their production
j. Mentorship for female and youth poultry farmers
k. Entrepreneurship trainings to small scale commercial farmers
I. Expanding the company’s rural distribution/sales network through the identification and training of new retailers, individuals that can serve as commissioned agents, etc.